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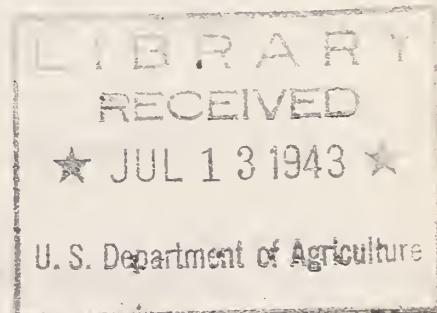
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Marketing Activities



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Don't complain about not being able to get hired hands. Get in touch with your local U. S. Employment Service office and let them do the worrying.

SEED FOR FREEDOM

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All kinds of rumors have been floating around about the seed situation, so naturally a lot of farmers are wondering about supplies, prices, and quality of seed for the 1942 crop. We were wondering too, and asked Davidson and Edler to clear up the matter for all of us. They did.

THE MONTH IN MARKETING

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During a period like this, new developments in agriculture tend to come so fast they are hard to keep up with. Phil Perdue is fast on his feet, however, and has sorted out a few of the more important.

KEEPING DUDS OUT OF OUR SPRAY GUNS

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It won't be long before orchardists are drawing a bead on the wily insect with their spray guns, and they need good ammunition. They can't let the beetles from Nippon chew the leaves off their Pippins.

A PLAN FOR SOLVING OUR WARTIME FOOD PROBLEMS

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We were taking the war rather casually up to the time of the attack on Pearl Harbor. But that's all going to be changed. This article points out some adjustments in our food habits that may become necessary when the going really gets tough. Mr. Shepard is a member of the Crop Reporting Board, U. S. Department of Agriculture.

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FINDING WORKERS FOR AMERICA'S FARMS

By John J. Corson
Director, U. S. Employment Service

"How am I going to find enough help this year?"

That question is undoubtedly plaguing more farm employers now than ever before in our history. The farmers who met their labor needs in former years by picking and choosing from a regular, annual flood of migrants will find it increasingly difficult this year to do their own recruiting. There aren't as many casual, aimless wanderers -- "Okies" and "Arkies" -- on the road as there used to be. And the shortage of rubber is likely to make further inroads into the numbers of workers whose jalopies carried them from place to place and crop to crop in a definite, planned yearly route.

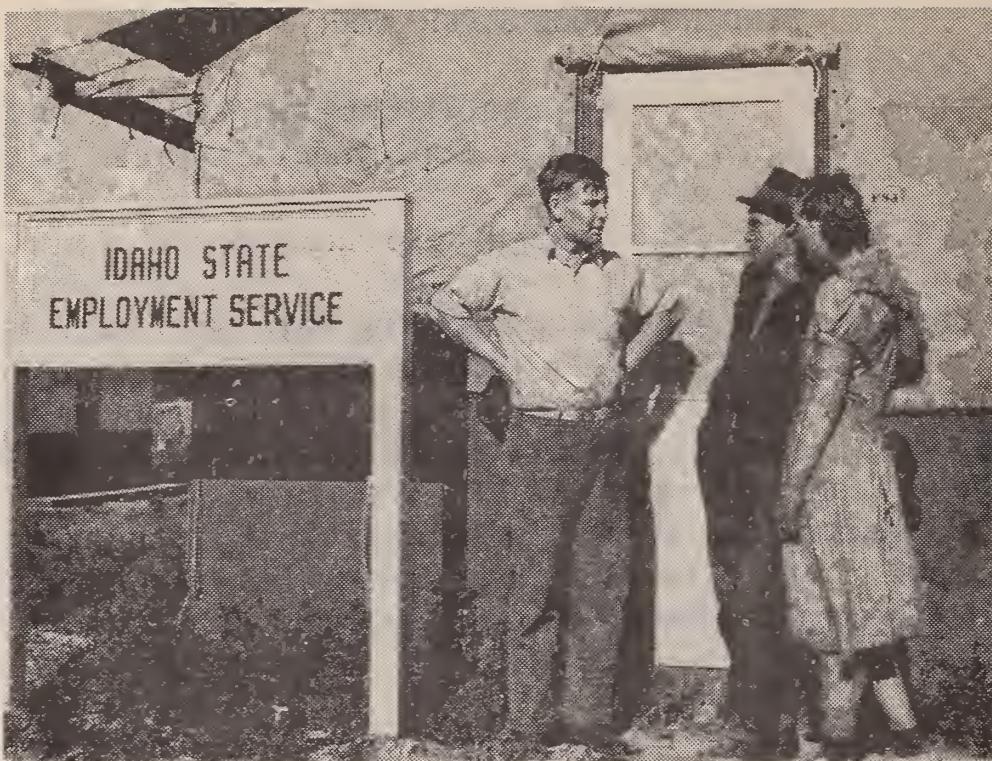
But the problem of finding farm labor is not confined only to those who use seasonal workers. In some sections of the country, there have already been stringencies -- even actual shortages -- in the number of skilled farm hands who are employed on a monthly basis throughout the year. That has been particularly true of the dairy industry in certain States, to cite but one example.

Help Needed

In short, this is what the agricultural employer is up against in the year 1942 with America at war. On the one hand, he has been asked to raise his production goals. He has the job of growing the food we need for our fighting forces, for our civilian population, and beyond that -- for our allies as well. On the other hand, producing food calls for workers -- plenty of them -- and there just isn't as much labor available as the farmer has been accustomed to in former years. Many workers have gone into the Army and Navy. Others have found places in war industry. And that's why the farmer asks his despairing question, "How am I going to find enough workers when I need them?"

He certainly is not going to have as much success as he used to, if he relies solely on his own recruiting efforts. He doesn't have the facilities for combing the country, nor will he have the time. His crops won't wait until he makes an exhaustive survey of his community, his State, and neighboring States.

In short, the farm labor supply -- like the industrial labor supply -- is a national problem and can be solved only on a national basis. War production has made it too big a thing for individuals to handle for themselves. This year, more than ever before, farmers will find that their best bet for finding workers is the United States Employment Service with 1,500 full-time offices and more than 3,000 part-time offices scattered from coast to coast, from the Great Lakes to the Gulf of Mexico.



Migrant workers in Idaho get information about jobs at an office of the U. S. Employment Service. With industry and the armed forces drawing more and more men from the farms, the Okies and Arkies of Steinbeck's *Grapes of Wrath* are being welcomed with open arms.



Men who have recently been employed in defense construction are being interviewed for farm jobs at this temporary U. S. Employment Service office in Florida. Scenes like this will be duplicated all over the country this year as a vast army of manpower is mobilized to produce and harvest the food needed to win the war. (Photos by Farm Security Administration).

Until recently, the States operated these offices under the general supervision and coordination of the Social Security Board's United States Employment Service. To speed the mobilization of manpower for war production, the President ordered the Federal Government -- through the United States Employment Service -- to take over the State employment services. With centralized authority, it is believed that quicker action will be possible in mobilizing manpower.

Employment Service Streamlined

Of particular interest to the farm employer is the fact that the farm placement service of the United States Employment Service has also been strengthened and streamlined. In Washington is the head office of the Farm Placement Service. The Nation is divided into regions and twelve regional farm placement representatives work with the State farm placement supervisors in their regions. In turn, the State farm placement supervisors make sure that each local office of the United States Employment Service does its job in bringing employers and workers together. Finally -- and this is where the work is actually done -- each of the 1,500 full-time United States Employment Offices will have at least one man on its staff who will be responsible for farm placement activities.

That's the organizational picture. It doesn't mean, of course, that the farmer's labor problems are over. But, it does mean that the farmer can get help in finding workers -- expert help from an organization that is equipped to carry out an intensive recruiting campaign.

Last fall, for example, the far-flung dragnet of the federally operated employment service in Arizona made certain that agricultural employers in that State got their crops in. Employers had told the service exactly how many workers were needed. From employment services in neighboring States, the Arizona service knew how many migrants would be likely to pull up stakes and when. The service knew also that workers coming into Arizona from neighboring States had to pass certain points such as plant-quarantine and port-of-entry stations. These stations were utilized in the job of directing migrants to the areas where there was work to be done. When a migrant's car pulled up for inspection, the officer in charge gave the driver a map showing where each employment office in Arizona was located. If cotton pickers were needed in a particular area, the driver was directed to the employment office in that locality.

Signs dotted the highway telling the world that workers were needed and part-time employment offices were set up in strategic locations. The State police were called on for help in spreading the word that there were jobs to be had at particular points and that the employment office was the place to go.

What resulted was an orderly flow of workers to jobs and an orderly flow to other jobs as they opened up. Arizona's agricultural employers got the help they needed at the right time.

Connecticut faced a slightly different situation in that the supply of farm labor seemed to be exhausted. The magnet of higher wages in Bridgeport and other centers of industrial war production had drawn off many people who, in former years, would have been available for farm work. To meet this situation, the employment service went through its entire files of applicants, regardless of their previous occupation, and filled farm jobs from their ranks. Through the cooperation of the State Board of Education, recruiting was carried on in the junior high schools, high schools, and colleges. A campaign was directed to married and single women who had evinced an interest in farm work. Aliens, who were not eligible for certain types of work, proved to be another source of labor. Transients and "defense boomers" also filled in the gaps with the result that crops did not suffer from lack of workers.

Campaign Carried on by Radio

In New York State, an intensive radio campaign was carried on by the employment service to recruit farm workers. Newspapers carried the employment service story, "Farm workers wanted. If you are physically capable of doing farm work, register immediately at the nearest public employment office. If you are looking for a job, consider it a patriotic duty to register immediately for harvest work." Through the State Board of Education students in rural schools obtained a "harvest holiday" to meet the crop emergency. Employment service campaign instructions and batches of registration blanks were sent to all teachers in rural and village schools. They, in turn, distributed the blanks to every student who was looking for work and to other people available for work in their localities. Then the employment service took over and referred the applicants to the places where they were needed.

To cite one more example of the way in which total available labor supply can be mobilized in cases of extreme emergency, there was the experience of Oregon during the last hop, prune, and string bean harvest in the Willamette area. A bumper crop clamored for harvest at a time when the local labor supply appeared to be totally inadequate. Community cooperation, with the employment service playing an important role, was the answer. Schools delayed their opening, men on a 5-day week were urged by the Governor to go to the farms on their days off, stores closed down to permit their employees to add their strength to the agricultural army, and the employment offices directed the flow of manpower to the farms.

It is hoped that there will not be many such emergencies as that experienced in Oregon, but, if there are, the United States Employment Service will try to meet them through a systematic search for all the available labor in a particular locality, in nearby communities, throughout a particular State, and -- because it is a Nation-wide organization -- throughout the Nation, if necessary. "Food-for-Freedom" would be a meaningless slogan, if manpower were lacking at the right place at the right time. The United States Employment Service can help the agricultural employer find needed manpower if it gets the cooperation needed to do the

job -- if the employer uses the service that costs him nothing. This is our message to the agricultural employer:

Before your busy season -- as far in advance as possible -- get in touch with the nearest office of the United States Employment Service. If you do not know where to find it, ask at the post office.

Tell the United States Employment Office exactly how many workers you need and when you can actually put them to work.

Before your season ends, let the employment office know when you will be ready to let your help go, so that they can be placed somewhere else without loss of time.

This is the sensible, logical way to obtain needed farm labor if there is a shortage of workers in your locality. By full cooperation with the United States Employment Service, it can help you and you can help it solve the problem of labor shortages.

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HENDRICKSON CITES RELATIONSHIP BETWEEN FOOD AND THE POST-WAR WORLD

In a recent address, Roy F. Hendrickson, Agricultural Marketing Administrator, said: "In other parts of the world, war has brought destruction and starvation--conditions which cannot be corrected overnight after the fighting has ceased. Countless millions of hungry men, women, and children will look to the United States for food. In a large measure, the outcome of both the war and the kind of peace that follows depends on our ability to produce more and more of the needed foods."

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HENS LAY 40 BILLION EGGS IN 1941, AND RECORDS FALL

The Nation's poultry flocks broke all records during 1941 with a total production of 40 billion eggs. They not only laid 5 percent more eggs in 1941 than they did in 1940 and 4 percent more than in the previous record year of 1930, but they also topped all former per-bird production marks. Rate of lay per bird was 5 percent above that of 1940 and 3 percent higher than the old record made in 1938.

Farm flocks in December averaged 341,256,000 layers, the largest number for the month since 1930. Laying flocks included more young chickens than in the 7 years of record.

FARMERS PAYING HIGHER WAGES TO FARM LABORERS

Sharply higher wages for farm labor and a larger total number of workers employed on farms compared with the same date last year--that was the farm employment picture as 1942 made its debut. The available supply of farm workers, however, showed a decline.

The farm wage rate index on January 1 was 166 percent of the 1910-14 average, compared with 165 on October 1 and 124 a year earlier. The January 1942 index was at the highest point since 1930.

Farm wages were higher than a year earlier in all parts of the country. Largest increases were in areas where the competition with industries engaged in the production of war materials was greatest. Wages with board declined slightly since October, but wages without board increased.

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PASTEURIZATION OF MILK WOULD MEAN MORE HIGH-GRADE CHEESE

One way for American Cheddar cheese manufacturers to furnish more cheese in the Food-for-Freedom campaign is to use methods that will insure a larger percentage of high-grade cheese, the Department of Agriculture said recently.

"The average factory could materially increase the percentage of cheese suitable for Government purchase merely by grading all milk for quality and pasteurizing it so the cheese maker could control the making process better than he is able to do with raw milk," said H. L. Wilson of the Bureau of Dairy Industry in reporting some results of the Bureau's cheese-making investigations.

The Government's requirements call for cheese of at least the U. S. No. 1 grade, because lower grades may not hold up long enough in storage or transit. Reports by the Agricultural Marketing Service indicate that approximately 15 percent of the cheese offered for Government purchase is rejected because it is not of the desired quality.

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Stocks of merchantable potatoes in the hands of growers and local buyers or dealers on January 1, and available for sale on that date, were 6 percent smaller than holdings a year earlier but were about 1 percent larger than the 10-year (January 1, 1931-40) average. January 1 holdings this year totaled 104,633,000 bushels, compared with 111,693,000 bushels (revised) on January 1, 1941, and the 10-year average of 103,191,000 bushels.

SECRETARY ISSUES STATEMENT ON RECENT CORN PRICE RISE

Secretary of Agriculture Claude R. Wickard stated recently that speculative advances in corn prices at the present time are unjustified, and declared that the Department of Agriculture would use every means at its disposal to maintain reasonable feed prices for livestock, dairy, and poultry producers.

"In view of the record supplies of feed grains now available in this country and a prospective corn carry-over of more than 600 million bushels next fall, there is no justification for recent price advances in the corn market," the Secretary declared. "Future prices recently have been exceeding cash prices by considerably more than their usual relationships, indicating unusual speculative interest in corn. There is evidence that corn moving out of the Ever-Normal Granary is being used for speculative purposes rather than for feeding and processing.

"We are modifying our sales and loan programs so as to make our entire Ever-Normal Granary reserves available to livestock, dairy, and poultry producers and corn processors," Wickard said. "We are going to encourage bona fide feeders and processors to carry the largest possible stocks of corn and feed grains in their own storage facilities. This will not only help feeders to stabilize their operations over a longer period of time, but will also help forestall storage and transportation difficulties that may develop when the 1942 wheat crop comes on the market."

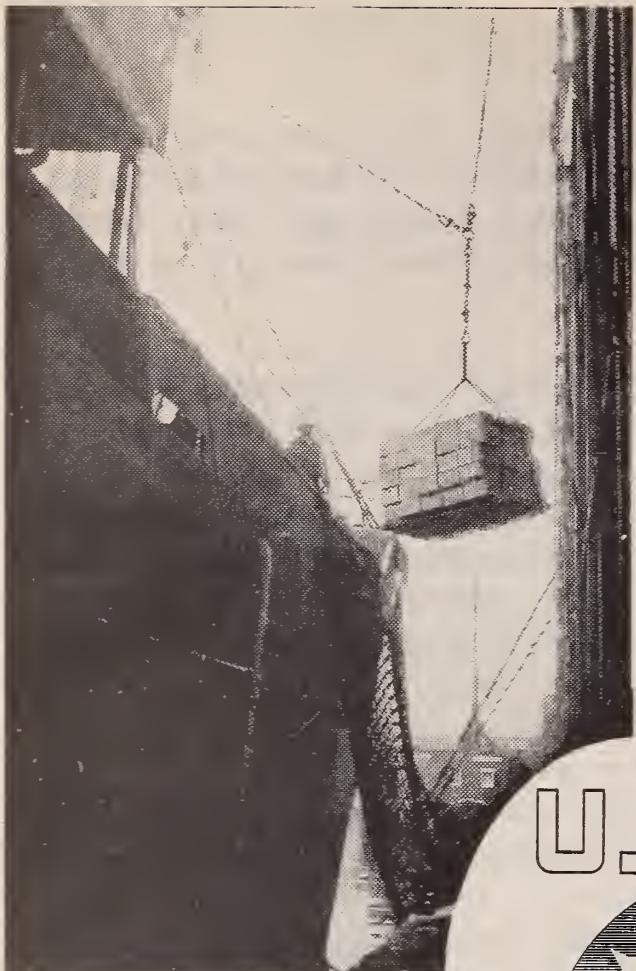
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EVAPORATED MILK OUTPUT IN 1941 SETS NEW RECORD

In producing 3,165,906,000 pounds of evaporated milk (case goods) during 1941, the evaporated milk industry established the largest annual production of record. Total production for the year is estimated to be 28 percent larger than the 1940 production and 57 percent larger than the 1935-39 average. The industry more than met the goal that was set following the passage of the Lend-Lease Act last March.

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The Department of Agriculture announced recently that the Commodity Credit Corporation was prepared to sell wheat, in place of corn, for the production of ethyl alcohol, acetone, and butyl alcohol. Wheat can be substituted for corn with only minor adjustments in the process used for making alcohol from corn. The Corporation will sell wheat at 91 cents a bushel, with a lower price to processors with high conversion costs. However, no wheat will be sold for less than 81 cents a bushel.

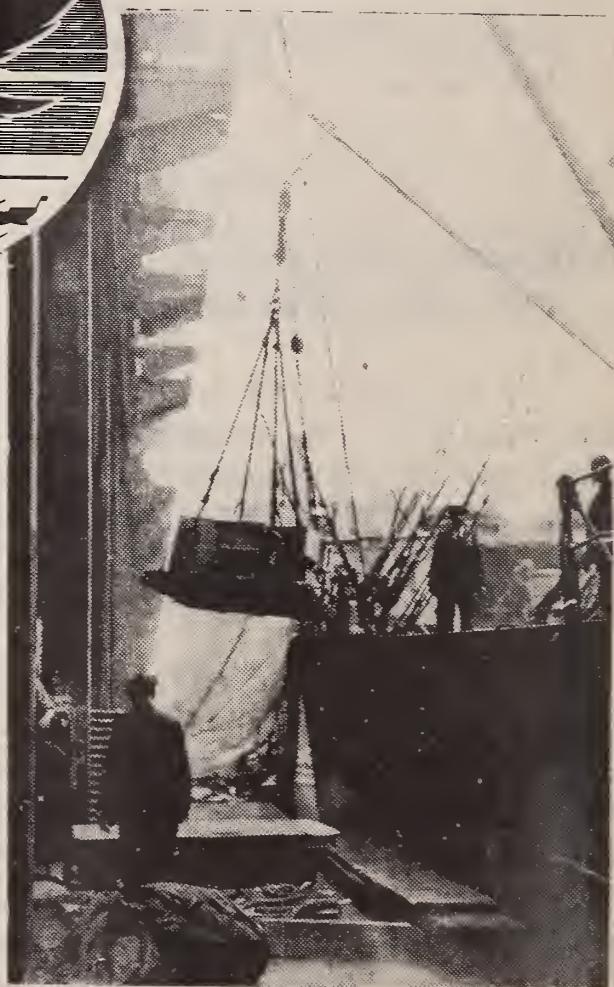


The photograph at the lower right should be a source of pride to Iowa egg producers, for eggs from Iowa have arrived at an English port. An English working man, the British Purchasing Commission states, considers himself lucky if he can get even three eggs per month.

The design in the center is the work of Walt Disney, creator of "Mickey Mouse," and will appear on thousands of containers shipped under Lend-Lease. The stars above the eagle represent the four freedoms pledged in the Atlantic Charter. The eagle in a way, represents a fifth freedom--the freedom of the seas.

To paraphrase Admiral Farragut, "Damn the submarines, surface raiders, and airplanes. American farm products in vast quantities will reach our allies." Nor is this an empty boast. From April 29, 1941 to December 1, 1941, Lend-Lease shipments totaled 2,650,000,000 pounds.

The photograph at the upper left has special significance for Wisconsin dairy farmers. The evaporated milk being hoisted into the hold of the ship was produced on Wisconsin farms and processed in Wisconsin factories.



SEED FOR FREEDOM

By W. A. Davidson
and George C. Edler

Straw-hat weather is still a long way off, but the farmer has already started to ask questions about seed. And right at the top of the list is this extremely pertinent inquiry: Will there be enough seed available to plant the large crops required in 1942? Then, since he is a businessman, the farmer is also likely to ask about the general trend of seed prices. Finally--and this question shouldn't be last--he may get around to the all-important matter of how to obtain the kind of seed that will make a good crop.

It is a pity, but none of these questions can be answered categorically. One grower may find himself in a relatively favorable situation when it comes to seed. But the farmer down the road may have a deuce of a time finding seed--good seed. In other words, the situation may vary with the locality and the crop.

Growers Must "Stretch" Supplies of Some Seeds

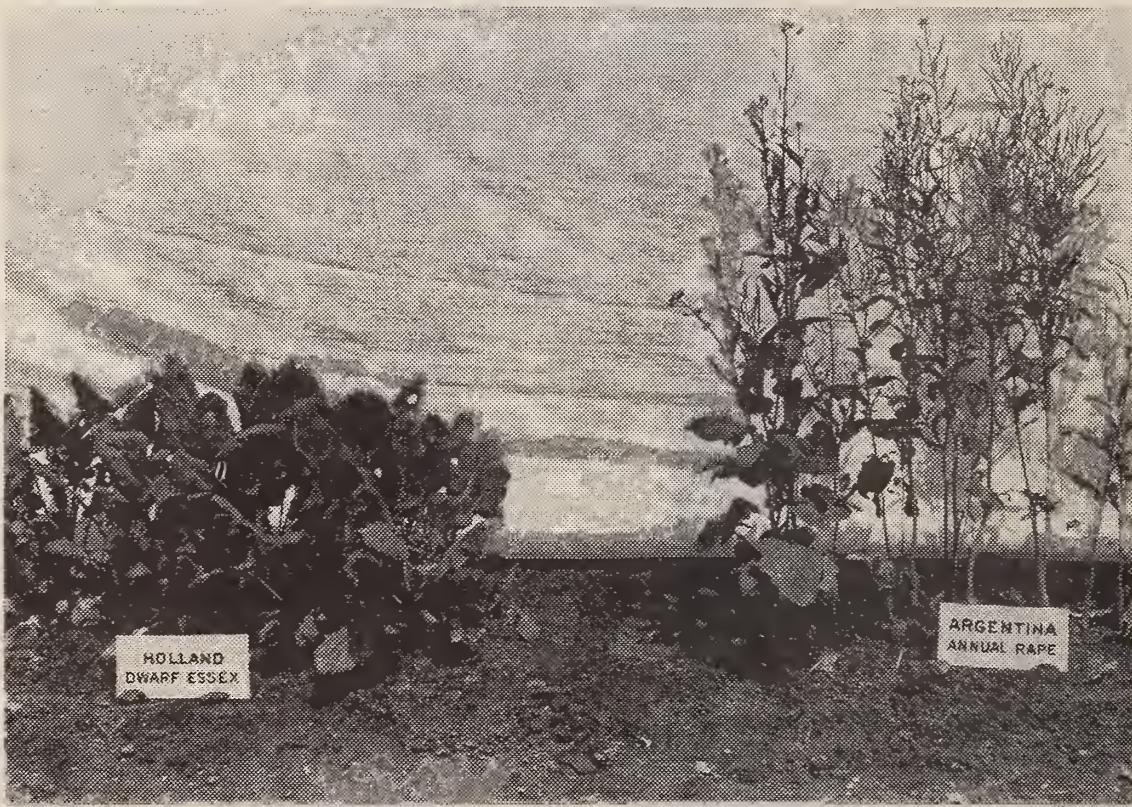
Let's take a look at the vegetable seed supply situation as it shapes up in February. In general, if we could lump all seeds together, there would be plenty to go around. But a number of kinds will not be so plentiful. That is the situation with regard to Brussels sprouts, beet, cabbage, carrot, cauliflower, celery, eggplant, kale, onion, and spinach seed. While no serious shortage is feared, these kinds will just be harder to get this year. So growers must be more careful in their seed-ing operations. They must "stretch" the available supply of some kinds.

The story of smaller vegetable seed supplies, at least of some kinds, is the story of curtailed imports from abroad. During 1939 we imported 116,000 pounds of garden beet seed, mainly from the Netherlands; 334,000 pounds of cabbage seed chiefly from the Netherlands and Denmark; 13,000 pounds of cauliflower seed mainly from the Netherlands and Denmark; 49,000 pounds of kale seed mainly from the Netherlands; 105,000 pounds of onion seed mainly from the Canary Islands; and 2,883,000 pounds of spinach seed mainly from the Netherlands.

Imports from abroad during the past 2 years have dwindled to small quantities for most kinds of seeds, and it has kept American farmers humping to stay abreast of the demand. But they have done it to a greater extent than was believed possible. There will be 2,281,000 pounds of garden beet seed available for planting in 1942 or 59 percent of the 1939 supply ---1939 being the last year during which imports were received on a more or less normal basis. There will be 2,000 pounds of Brussels sprouts seed, 50 percent of the 1939 supply; 1,295,000 pounds of cabbage seed, 75 percent of 1939; 1,439,000 pounds of carrot seed, 66 percent; 33,000 pounds of cauliflower seed, 89 percent; 48,000 pounds of celery seed, 41 percent;



This Nevada farmer produced a nice crop of onions last year, and the chances are he will grow another good crop this year. But he will need to be careful with his seed for supplies are a little short.



Some rape seed is good and some isn't so good. The Dwarf Essex variety, shown at the left, is a bushy succulent plant suitable for forage. The Argentina annual variety goes to stems and seeds.

29,000 pounds of eggplant seed, 57 percent; 53,000 pounds of kale seed, 32 percent; 875,000 pounds of onion seed, 68 percent; and 3,562,000 pounds of spinach seed, 82 percent of the 1939 supply.

Seed Growers "Come Through"

There is more than a little drama in the way seed growers have "come through" in the pinch. When the import situation began to tighten up, growers got busy in California, in the Puget Sound area of Washington, and in a few other producing sections. Acreage was expanded, not only of the old stand-bys, but of varieties or types that had seldom, if ever, been grown before. These crops turned out successfully in the main, and we can thank our American-growers--and our lucky stars, too--for the seed we do have.

In addition to our needs, the United States has been called upon to supply Great Britain with certain kinds of seeds. The United States will deliver to the best of its ability.

With supplies of some kinds of vegetable seeds a little short this year, the planted acreage of these crops conceivably may be curtailed. But supplies can be conserved to some extent by careful use of the seed; i.e., by not planting so heavily in the rows, by a thorough overhaul of planting equipment, and by the avoidance of any waste. We'll get by in good shape if growers make every seed count.

Now, let's take a look at supplies of the so-called "agricultural" seeds. We might start off by saying that we are in fairly good shape here. Imports of many kinds, like imports of vegetable seeds, have tapered off; but production in 1941 was generally equal to or above the 1930-39 average.

Some kinds, however, can't be considered abundant this year. There won't be so much alfalfa seed--the 76,699,000 pounds available for planting this year is only 79 percent of our 1939 supplies. Sweet-clover on hand totals only 62,471,000 pounds, 68 percent of 1939. Timothy, with 67,288,000 pounds, is 77 percent of 1939. Orchard grass, with 937,000 pounds, is only 52 percent.

Now for prices. Forecasting is always a little dangerous, but we can say with some certainty that prices of most seeds will be higher this year than during 1941. The demand will be greater, for one thing, and the general level of all prices has been rising for some time. Some kinds, particularly those in relatively small supply, may be quite a bit higher than in recent years.

This rise in seed prices may have some serious repercussions, too, when it comes to the quality of seed offered for sale. There will undoubtedly be attempts to market low-quality or unadapted seeds, such as was done last year with seed represented to be Dwarf Essex rape seed. Our supply of this seed had previously been imported from Holland and

Japan, so, when imports were cut off, an effort was made to obtain supplies for 1941 plantings from Argentina. The seed referred to as dwarf Essex rape in the Argentine, however, proved to be what is known in this country as annual rape--a variety not suitable for forage purposes. The Department of Agriculture, under authority of the Federal Seed Act, attempted to prevent this seed from entering trade channels as Dwarf Essex rape, and a large percentage of the more than one million pounds imported was diverted into other channels. But a few car-loads reached rural areas where they caused a total crop failure as far as forage is concerned.

Watch Your Alfalfa Seed

Tests have shown that alfalfa and red clover seed grown in foreign countries other than Canada are not adapted to general agricultural use in the United States. Alfalfa seed from Argentina can be planted with success only in a limited section of the Southern States. Yet, despite its shortcomings, Argentine alfalfa has been offered for sale in mid-western and more northern areas.

Soybeans have been given a whirl, too, by the gold-brick boys. So-called "new" soybeans of the Midwest type that have been offered to farmers are inferior both in yield and oil content to such standard varieties as Chief, Dunfield, Illini, and Scioto. State experiment stations in the Middle West report that lots of such seed examined have closely resembled, and some were indistinguishable from the Midwest, a variety discarded when the Manchu variety was introduced about 15 years ago.

What can be done about it? Well, the Federal Seed Act requires that seeds imported into the United States shall be correctly labeled and that they shall meet certain standards of quality. The act further requires that all agricultural and vegetable seeds shipped in interstate commerce shall be completely and correctly labeled. If the requirements of the interstate provisions of the act are adhered to, and the Department of Agriculture in cooperation with the States is very busy seeing to it that they are, it should be possible for the farmer to determine from the advertising and the labels whether or not the seed is of a desirable quality.

The Federal Government goes even a step further in its efforts to protect the farmer. All alfalfa and red clover seed imported into the United States from countries other than Canada is stained 10 percent red or orange red to show that such seed is not adapted to general agricultural use in this country. The "protective coloring" will be of special value this year, considering the smaller supplies of domestic-grown alfalfa available.

Farmers Must Cooperate

However, Federal and State agencies can't do it all. They can't station inspectors on each farm to caution the farmer when he makes a

mistake. The farmer must assume part of the responsibility himself. He must exercise common sense when he makes his seed purchases.

First of all, the farmer ought to know the varieties best suited to his own locality. If he isn't sure he ought to seek the advice of his county agent or State experiment station. This can't be over-emphasized this year. If the agricultural goals are to be met, farmers must make the best possible use of their productive facilities.

Once the best variety to plant has been determined, the farmer ought to make every effort to obtain that variety. Here is where the Federal Seed Act helps out. All vegetable seeds shipped in interstate commerce must be labeled as to variety. The law does not require agricultural seed to be labeled as to variety, but many seedsmen identify their merchandise in this manner anyway, and, if the variety is named, it must be accurate. The labels on agricultural seeds show, among other things, the percentage of pure seed, the percentage of germination, the percentage of weed seeds, and the inert matter. It pays to read these labels.

Above all, farmers ought to buy seeds from reputable, established seedsmen. The peddler who drives up to the farm in a 1932-model truck with some tempting "bargains" should be looked upon with suspicion. No seed is a "bargain" if it doesn't grow, or if it produces a crop of weeds.

This year is the most critical in the history of our country. Enormous quantities of food are needed, and the starting point in many instances is the seed the farmer plants. This seed is vitally important to our production effort. To produce the food that will win the war and write the peace, let's plant the right kind of seed.

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PRODUCERS URGED TO WITHHOLD HIGH GERMINATING SOYBEAN SEED

The Department of Agriculture has asked that soybeans suitable for planting purposes be withheld from crushing until farmers have had sufficient time to make necessary purchases for spring seeding. Larger supplies of seed will be needed to achieve the expanded soybean production goal of 9 million acres recently announced. The new goal is an increase of 3,145,000 acres, or 54 percent above the 1941 crop.

Surveys show that enough good germination seed will be available if such seed is not crushed before farmers obtain their requirements. Producers are urged to have germination tests made of their soybean seed immediately.

The Commodity Credit Corporation has offered to purchase all lots of unmixed approved varieties of soybeans on hand May 31, 1942 at a price of \$2.00 per bushel, if the germination is 85 percent or better.

FSA PLANS 18 MOBILE LABOR CAMPS FOR FARM WORKERS ON EAST COAST

Plans for the construction of 18 mobile camps to provide shelter for 2,700 farm laborer families in the commercial crop areas along the Eastern Seaboard have been announced by the Department of Agriculture. Operated by the Farm Security Administration, the camps will move from one crop area to another as the growing season advances, thus enabling farm workers to shift from areas where they are not needed to areas where expansion of war industries threatens to cause farm labor shortages at peak seasons. In 1941, mobile camps operated by the FSA, especially those on the West Coast, were instrumental in preventing the development of acute local shortages of farm labor in some areas.

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MILL CONSUMPTION OF WOOL TO BE CURTAILED 20 PERCENT

Mill consumption of wool in the first quarter of 1942 will be limited to 80 percent of the rate that prevailed in the first half of 1941 under a wool conservation program recently announced by the Office of Production Management. Consumption was at a record level in 1941, and probably will be much larger in 1942 than in most recent years. As prospective large military requirements must be met, the reduction will be attained by restricting consumption for civilian uses to 40 or 50 percent of the quantity used in the 1941 period.

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GRAIN INSPECTORS ALMOST - FOOLED--BUT NOT QUITE

If the Federal grain inspectors don't get 'em going, they get 'em coming.

Four carloads of barley shipped by the Darwin Farmers Cooperative Company of Darwin, Minn., to a Minneapolis concern fooled the licensed inspectors at first, and were certificated as No. 1 malting barley. But not for long.

When they were unloaded the cars again were examined, this time by Federal inspectors whose intuition was working overtime. In addition to the regular probes and triers, the inspectors used scoop shovels. They discovered some tricky loading had concealed a quantity of musty and thin grain along with the good barley.

An investigation proved that the incorrect grades assigned by the inspectors were not their fault. The customary tests, because of the way the grain was loaded, failed to reveal the deception.

THE MONTH IN MARKETING

....by Phil Perdue

Prices Reach 102 Percent of Parity

Prices received by farmers on January 15 were up 6 points from a month earlier, but the prices paid index was tagging along, too, with a 3-point rise. In all, the general level of prices reached 102 percent of parity. The prices received index was 45 points over a year earlier and at the highest peak since 1929. For the month ending January 15, grains had advanced 7 points, meat animals 6, cotton and cottonseed 5, and fruits 4; dairy products as a group were unchanged and poultry products dropped 6 points. Significantly, the rise in prices of farm products about paralleled the rise in industrial workers' incomes.

War Brings Bigger Goals

Faced with meeting wartime requirements, the Nation's farmers in mid-January were asked by Secretary Wickard for the largest farm production program in history. Junking the goals announced before Pearl Harbor, Wickard showed the need for even larger food production. He said the new goals necessitate putting every acre, every hour, and every bit of farm machinery, fertilizer, and other supplies to the best use. Practically all earlier goals were revised upward. Main increases over original goals were for peanuts, soybeans, flaxseed, rosin, turpentine, canning tomatoes, canning peas, dry field peas, dry beans, rice, corn, hogs, and eggs; acreage restrictions were withdrawn for sugarcane and sugarbeets. To encourage production, most of these products will be supported at not less than 85 percent of parity.

Farmers Get More, Consumers Pay Same

The farmer's gain is not the consumer's loss, so far, at least. Prices paid to farmers for a representative group of food products rose nearly 4 percent from mid-November to mid-December, while consumers' prices remained practically the same, and marketing charges declined. In mid-December the farmer's share of the consumer's dollar was 52 cents.

December food prices averaged 15 percent higher than a year earlier but nonagricultural consumer income was 17 percent higher. This meant that consumers could buy the same foods with a smaller proportion of their income--actually the smallest share in 29 years of record.

Government Purchases Accelerated

Surplus Marketing Administration's purchase of farm products for Lend-Lease, School Lunch, Food Stamp, stabilization and reserve needs accelerated. Purchases March 15 through December 31 totaled \$600,000,000, mainly dairy, poultry, and meat products, dried and canned fruits and vegetables, and cereal products.

KEEPING DUDS OUT
OF OUR SPRAY GUNS

. By C. C. McDonnell
In Charge, Insecticide Division, AMS

Enough poisonous chemicals to destroy all of the Axis armies -- and then some -- are used in the United States each year in the war against insects and plant diseases.

Our insecticidal and fungicidal needs for 1942 include 123,226,000 pounds of arsenicals, 60,000,000 pounds of copper sulfates, 24,000,000 gallons of petroleum oils and distillates, and about 120,000,000 pounds of sulfur. Huge quantities of many other chemicals will be used.

Soon the spray guns will go into heavy action. Large quantities of these insecticides will be used to protect our half-billion-dollar fruit crop from such scourges as the codling moth, peach borer, plum curculio, San Jose scale, and Japanese beetle; and also from such fungus diseases as scab, rot, blight, and mildew.

Insect and Disease Ravages Cost Millions

Even with control what it is, we still can expect losses to our fruit crops amounting to many millions of dollars as a result of insect ravages. Considering the value of the crop destroyed and control costs, the codling moth reaches into our pocketbook to the extent of about \$31,000,000 a year; the plum curculio robs us of another \$10,000, mainly in toll of peaches and apples; San Jose scale adds about \$7,500,000, and the Jap beetle pesters us to the tune of \$3,500,000. Even in days like these, such sums aren't small change.

Losses of fruits from fungus diseases are similarly costly. Apple damage by disease amounts to several million dollars a year, with scab being the worst saboteur. Diseases affecting peaches, especially the brown rot, takes a toll of several million dollars. Cherry diseases, led by leaf spot, add another million or two in damages. Most of these fungus diseases are more or less controllable by the use of effective fungicides.

The picture of what would happen if these insecticides and fungicides were not generally used is almost too black to paint, even if someone were to hazard a guess. At any rate, the effect would be devastating. Just for an idea, if no control measures were taken, the codling moth alone could slash our commercial apple production from 125 million bushels to practically zero.

The fruit business is big business. In 1941 our 17 main fruits represented a crop worth about \$560,000,000. To protect their investments growers are forced to make heavy use of insecticides and fungicides.

Success in checking potential losses by insects and diseases depends largely on the quality of the insecticides and fungicides sold to the farmers and the accuracy of the directions given on the labels.

When a fruit grower sprays his orchard he is staking his income on the effectiveness of the product he is using. This faith is bolstered considerably by the knowledge that the U. S. Department of Agriculture is on the alert in his behalf. Armed with legal rights and responsibilities, the Department steps in and sharply slaps the wrists of any would-be fakers in the insecticide business.

Through continual inspection and testing of insecticides, fungicides, and disinfectants shipped in interstate commerce, the Department's Agricultural Marketing Service sees that ineffective or fraudulently labeled products are kept off the market.

Insecticide Act Protects Manufacturers

This regulatory service, authorized by the Insecticide Act of 1910, does more than protect growers. It also guards scrupulous manufacturers against unfair competition from not-so-scrupulous manufacturers. The trade, which asked for the law in the first place, considers it with as much regard as do the farmers.

Federal inspectors check continually on these products which are shipped interstate. Samples are sent to one of the Department's laboratories where they are scientifically tested. The samples are first examined to see that the label on the container indicates the contents.

Frequently, unethical manufacturers try to fool the public in order to line their own pocketbooks. Hundreds of judgments against fraudulent manufacturers are to be found in the files of the Agricultural Marketing Service. Of course, some of the offenses are mainly the result of carelessness.

Let's look into one of the many cases. Not so long ago a manufacturer put on the market a lead arsenate spray and stated on the label that it contained 50 percent lead arsenate, 38 percent anhydrous soap, and 12 percent inert ingredients. But when it was tested, the Department discovered that it really contained less lead arsenate and less soap than stated, and therefore, of course, more than 12 percent inert ingredients. The manufacturer broke another rule by not stating the total amount of arsenic in water-soluble form; and that is important. In other words, the statements were incomplete, false, and misleading. Most important were the results of the tests which indicated that the product was completely ineffective.

In addition to requiring that the product be properly labeled, the law also specifies that the product must live up to its claims. In test-

ing insecticides, the Government scientists see what they will do under natural conditions. When an orchard spray is being checked, they go out and try it in the orchard. If it doesn't produce its alleged benefits, the manufacturer is "in Dutch."

One insecticide was up for sale with the claim that it would kill a number of pests, including Japanese beetles. But it turned out that the manufacturer's penchant for honesty was as weak as his product. For the gross deception, the guilty company was fined \$300.

There are cases on record in which the products not only were ineffective but were actually harmful to the plants they claimed to protect. By regulation of insecticides, the Government protects fruit growers as well as producers of all other agricultural products; and it wields an appreciated "big stick" in the interests of fair merchandising. The old idea of caveat emptor -- let the buyer beware -- is junked. And a good thing it is.

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MARKETING CHIEF'S REPORT EMPHASIZES

ADAPTABILITY OF SERVICE ACTIVITIES

The Department of Agriculture's service and regulatory work is adaptable to changing conditions brought about by emergencies such as the present war, C. W. Kitchen, Chief of the Agricultural Marketing Service, states in his 1941 annual report.

The report shows how the National Defense Program increased the demand for detailed statistics on the production, handling, and storing of farm products. During the year ending June 30, 1941, the Service completed special surveys on supplies of vegetable seed and on the capacity of commercial grain storage establishments. Work was under way at the close of the period on surveys of the capacity of cold storage plants, milk product factories, and canning establishments.

The emergency made the inspection of huge quantities of food necessary, Kitchen said. But despite this increased burden of work, much progress was made in providing Federal inspection and market news services to tobacco and cotton growers, and the "continuous inspection" of fruits and vegetables expanded rapidly.

Radio played an increasingly important part in the distribution of market news, the report said, with 435 stations--slightly more than half of the total stations in the country broadcasting market reports regularly.

Administration of regulatory laws was unusually effective. The new Federal Seed Act has resulted in improvement in the quality of some kinds of imported seeds; and a trend toward informal determination of disputes has "streamlined" work under the Perishable Agricultural Com-modities Act.

The food problems of a nation at war become extremely complex as more and more effort is focused on winning a victory. In this article Mr. Shepard outlines some of the difficulties we may run into here in the United States and suggests a plan of action. However, the opinions expressed are Mr. Shepard's and do not necessarily reflect the future policy of the Department of Agriculture and the Office of Price Administration.--Editor

A PLAN FOR SOLVING OUR WARTIME FOOD PROBLEMS

By John B. Shepard

When a lifeboat crew is down to its last dozen biscuits, one greedy person can imperil the lives of all and rationing becomes the rule. On the other hand, when there is a full bill of fare and a choice of ten kinds of dessert, it is a case of "first come, first served" even though the last one to arrive may have to choose between five kinds of dessert instead of ten.

With some of our usual imports cut off this year, a few foods may reach the rationing stage or even disappear from the market, much as rubber goods, burlap, Manila rope, and silk are disappearing. Also some concentrated and easily stored foods, such as cheese, evaporated milk, dried eggs, and dried fruits, are so much needed by our allies that consumption in this country may need to be restricted in some way. But even though cocoanut pie and tapioca pudding may have to be crossed off our list of desserts, we still have a long list of other foods to choose from.

Prices of foods average higher now than in other years since 1930, partly because more workers are earning big wages and have more money to spend for food, partly because we are shipping more food abroad, and partly because many people--including consumers, dealers, and governmental agencies--are inclined to build up reserves to meet the emergencies and shortages that lie ahead. But food is still plentiful and will probably continue to be abundant until the war industries begin to pull more and more workers from the farms, and until we have built ships to move our surpluses where they are needed.

Luxuries "Out" for the Duration

Looking farther ahead, we can see that we shall have less and less time, money, and men to devote to the production of luxuries. As one report puts it, our military strength will depend upon what we, the people, can do without. So when we talk of doing without luxuries, we must place certain food products in the luxury class. Though it is hard to tell just how fast and how far we should go in beating our plowshares into swords, the more we adjust our food supply and our food habits to our dietary needs, the more we are contributing to victory.

Our potential supply of food is enormous. If we used all our corn and wheat for human food, as such products are used in China, our 1941

crops would provide calories and protein for twice our present population. If we ate soybeans as they are being eaten in Germany, the 9 million acres planned for 1942 would supply half of the protein food needed by our entire population. However, food must be used not merely to maintain life but to maintain efficiency. To do the best job we need butter on our bread, meat in our stew, and eggs in our cake. For the present, we may continue to have these foods about as usual. But if we adjust to war conditions--as most nations at war have had to do--we will gradually put less butter on our bread, less meat in our stew, and fewer eggs in our cake. To make our food supplies go as far as possible we shall need to work for equitable distribution with a minimum of waste and follow through with an educational program to see that each member of the population obtains a balanced diet.

Right now our path does not lead toward easier living but toward plainer living. We must all eat more of what we need and less of what we like. (For some, the problem is not more to eat but less to drink). We must reduce the consumption of luxuries that require labor. We must learn that we can fight as well on codfish as on oysters, as well on cabbage as on brussels sprouts and celery, better on bread and butter than on French pastry, and better on buttermilk than on cream.

Farm Labor An Important Factor in Production

The pressure that will compel us to change our diets is steadily increasing as more and more men leave the farms and food prices rise. The war industries will hire first the skilled men released from automobile factories and closed plants but they soon will be willing to take less experienced workers. These industries will offer much higher wages than men can possibly earn on the farms. Of course, through reserves of feed on hand and adjustments that can be made, the reduction in man power on the farms may not prevent the substantial expansion of feed and food production in 1942. But as the months go by there will be less and less labor available to meet seasonal peaks. Soon only the most essential jobs can be done.

When the war has progressed into 1943 we must expect the Army and the war industries to call for every man who can be spared from the farms and we must expect the shortages of both labor and supplies to begin to limit our production of food. Some of the poorer lands will lie idle. Crops requiring too much hand labor will be neglected. There will still be plenty to eat but there will be more of greens from the garden and less of head lettuce, more of corn grits and gravy and less of strawberries with cream. The ham in the sandwich will be noticeably thinner. The demand for rationing and price control will be increased.

With these longer range adjustments in mind, let's look at the production, price, and distribution problems that must be met now. Food prices are rising. With industrial workers earning more money and with more and more people moving away from the farms, some further increases in

food prices are to be expected. Some of these increases might be temporarily checked by price ceilings, but, with industrial wages high and city jobs as plentiful as they are now, restrictive ceilings on the prices of farm products would discourage production in high-cost areas, hasten the migration from the farms, and reduce the volume of food produced. The solution of the problem here, as in other countries at war, will be to shift our diet toward the cheaper foods that we can produce most abundantly. This change is likely to be made necessary by increases in food costs relative to the amounts that people have to spend for food. But the change can be hastened and the disturbing effect on diets and nutrition can be materially reduced if we begin at once to work for increased production and lower retail prices of the foods that have the highest nutritive value per unit of labor while leaving the prices of luxury foods unrestricted for the present.

A Plan of Action Suggested

We could begin by preparing a list of low-priced basic foods, which, together, would constitute an adequate and balanced diet. Then we could push the production of these products and take steps to distribute them and move them into consumption at minimum cost. This would enable the low-income groups to have a more healthful diet than is now possible. Families would not have to be "on relief" to purchase low-cost supplies. Less rationing would be needed. Workers earning high wages could buy about what they wanted. The more they paid for porterhouse the cheaper the low-priced cuts could be sold.

By cooperation between the agencies controlling production and those controlling prices a well-rounded program to shift our national diet could be pushed through with benefit to all concerned and at relatively small cost. If, to insure an adequate national supply of some vitamins and minerals that are most often lacking in our family diets, we need to increase the production of tomatoes, cabbage, carrots, kale, turnip tops, and a few other vegetables, the Department of Agriculture could say to producers, "We need increased production of these items. To insure the desired production and reasonably low prices we can promise that these products will be exempt from a sales tax and we are prepared to assist, to a specified extent, in moving supplies of these products into consumption if the crops turn out to be more than will be taken at a fair price to producers."

These are all products that could be produced in abundance and although most of them now retail at 4 to 8 cents per pound, an extra quarter to half cent per pound, if passed on to the growers, could support a large increase in production. Vegetable canners and kraut manufacturers paid growers an average of \$2.00 per ton more for vegetables in 1941 than in 1940 and they secured a record volume of nearly 5 million tons of vegetables. But even though prices to growers were higher than in most recent years, they averaged only about one-half cent per pound for cabbage and sweet corn, and three-quarters of a cent per pound for tomatoes. Truck

growers received about one and one-quarter cents per pound for carrots and kale. Delivered-to-market costs would, of course, be higher; but by standardization of grades, by limiting profit margins, and by adopting certain standard-sized containers--such as five or ten pound net bags for potatoes, sweetpotatoes, turnips, onions, and bulk carrots and returnable baskets for products sold in smaller quantities--it would be possible to reduce present marketing and distribution costs materially in some cases.

Limiting the number of food products that must be sold at controlled prices should meet with the favor of most grocers because it would be less disturbing and less expensive to them than general price control or any form of rationing. In effect, the Office of Price Administration could say to grocers handling fresh vegetables, "If you will sell 5-pound bags of either potatoes or sweetpotatoes, U. S. No. 2 grade or better, for 15 cents or less and will sell any two of the other vegetables on our list for 3 cents per pound or less, then there will be no official restrictions on the prices you charge for asparagus, strawberries, cantaloups, and other vegetables. Likewise, if you will sell 5-pound bags of either apples (U. S. No. 2 or better), oranges or grapefruit for 15 to 20 cents or less (according to location and season) and will also sell any one form of dried fruit (prunes, raisins, apples, apricots, or peaches) at 9 cents per pound or less, then we will not enforce price ceilings on other fresh, canned, or dried fruits. Furthermore, you can avoid ceilings on your prices for steaks, chops, broilers, and other meat, poultry, or fish products so long as you continue to sell any two of these groups of meats and related products at these prices or less."

The meat, poultry, egg, and fish list might include:--

- (a) Chopped beef meeting U. S. requirements as to composition and quality, 25 to 30 cents per pound.
- (b) Pork sausage, similar grade, 25 cents per pound.
- (c) Eggs of specified grade as U. S. Standard, large, at 30 to 40 cents per dozen.
- (d) Fresh fish of specified kinds and quality at 15 cents per pound whole, or 23 cents ready to cook.
- (e) Fresh, locally slaughtered meat or poultry at prices no higher than the above per unit of food.

Plan Worked Out For Milk

In the same way milk producers, milk distributors, certain store-keepers, control agencies, health authorities, and others would be brought together to work out a method for increasing the consumption of milk products among those whose diets are lacking in calcium and the other food

elements that are best supplied by milk. To avoid the need for restrictive price ceilings on cream, ice cream, and other semi-luxury products, there would probably be general cooperation in making the lower-cost forms of milk or skim milk readily available, while still maintaining quality at a level acceptable to some national authority as the U. S. Department of Agriculture or the U. S. Public Health Service.

Probably most storekeepers would be willing to agree to sell two or more of the following:

- (a) Milk, grade B or better. 11 cents per quart
- (b) Skim milk or buttermilk.7 cents per quart
- (c) Chocolate drink (made from skim milk). .8 cents per quart
- (d) Cottage cheese.10 cents per pound

(Evaporated milk, cheese, and dried skim milk should be added to this list when they become more plentiful.)

These prices, like those suggested for other products, represent approximate U. S. averages that might be possible under present conditions. No forecasts of future prices are implied, for actual prices this year are likely to be determined largely by such rationing and control measures as may be adopted or by the amount of money that consumers have to spend for food. Later on, if the war continues, changes in the volume of supplies available for domestic consumption may also be important.

This list necessarily features skim milk products, for most of the increased supply of milk expected this year will be needed to produce the evaporated milk and cheese we have promised our allies. On the other hand, the skim milk being produced on farms and not now used for human food is very large, probably more than 25 billion pounds per year, or enough to provide about two-thirds of a pint per day for each of the hundred million city dwellers. Of course, only a few of the farmers now selling cream could be persuaded to deliver the skim milk by-product daily. The skimming of this milk at the creameries and the conversion of the skim milk into cottage cheese, dry skim milk, or other skim milk products would also involve some technical problems and possibly some new plant equipment. The skim milk could be obtained, however, at a cost of 1 to 2 cents per quart, which would be much less expensive at this time than obtaining a comparable quantity of additional whole milk in the market milk areas. From a long-time point of view the diversion of more skim milk from animal feed to human food is an important step that needs to be taken to improve low-income diets.

The difficulties encountered in providing low-cost supplies of other groups of foods, such as cereals, fats and oils, sugar and sirup, beans and peas, are primarily problems of processing, distribution, low-

cost packaging, and restriction of margins. With "parity" prices to farmers now only 2.1 cents per pound for wheat, 1.65 cents for corn, and 1.8 cents for oats, such products as cracked wheat, reinforced wheat flour, corn meal, corn grits, and oat meal could be sold in standardized 5-pound bags at prices ranging from 3 to 5 cents per pound. As grocers would prefer to sell an equal weight of packaged corn flakes and puffed wheat at five to ten times these prices per pound, profit margins on the low-priced products are commonly larger than necessary. Cereals, however, are the cornerstone of low-cost diets and as a matter of public policy they should be made available everywhere at minimum prices.

Fats are much higher in price than they were a year or so ago, chiefly because of reduced imports of cocoanut materials, but in most parts of the country grocers could afford to sell some one or two of the cheaper fats such as lard, lard substitutes, or salt pork at 15 to 20 cents per pound. Salad oil might also be made available at a little more. Prices will depend in part on how rapidly domestic production can be increased and on how much we need to reduce consumption in order to ship as much as is needed abroad.

Sugar, ordinarily one of the cheapest foods, is less plentiful than a year ago, but an abundance of corn sugar and corn sirup can be produced. Cane and sorgo sirup and molasses are desirable sources of some minerals and add flavor and variety to low-cost diets, and by substituting corn some of the molasses now used for producing alcohol could be diverted to use as food. By using some form of standardized returnable container similar to a milk bottle the cost of marketing molasses might be materially reduced. The same sized bottle might be used for various other foods, such as jams, peanut butter, pickles, and olives.

Bean Situation Explored

Beans and peas are usually very cheap and highly nutritious foods. Temporarily the export demand has raised prices but production could be increased as much as necessary by an extra cent or two per pound. In the producing areas farmers are now selling beans and peanuts for $3\frac{1}{2}$ cents to 6 cents per pound and in most parts of the country one or more kinds of beans, blackeyed peas, soup peas, or peanuts could now be sold in packaged form for 10 cents per pound or less. Prices are now high enough to encourage increased production, and supplies next year will probably be larger. Soybeans, the 1941 crop of which exceeded 3 million tons or twice the production of beans and peanuts combined, might also be made more readily available for use as food. The edible varieties could be raised for about 3 cents per pound and there are also various forms of soybean meal or flour which might become important foods in an emergency if people are taught how to use them.

With some items from each of these groups of food available at low prices in nearly every food store and with additional fruits and vegetables added to the list when supplies are abundant, hardly a family would

need to go without a truly adequate diet as judged by modern dietary standards. If necessary, families in need could be assisted by giving them cards entitling them to some foods in each group at a still further saving in price. The educational side of the program could also be used to teach families how to improve their diets without increase in cost. Much could be accomplished in this direction in time of war that would never be possible in time of peace. To be practical and workable the program must be adjustable to the conditions in each locality and to changes in supplies and prices.

Through the system of selling certain foods in quantity at a minimum spread, waste could be reduced by moving into consumption various products of which there is temporarily a surplus supply. Some of these local surpluses may be important under war conditions. Thus, the shortage of tin may mean a surplus of fresh asparagus in California or of blueberries in Maine. Shortages of other containers, lack of sufficient canning or processing facilities, lack of refrigeration space, lack of refrigerator cars, or lack of transportation may also cause surpluses not now predictable. When the number of women needed to fill industrial jobs increases and the shortage of tin restricts the production of canned foods, it may also be desirable to expand the program to facilitate the sale of some standardized officially graded cooked foods in some areas. Various other possibilities could be suggested, but the main problem now is to prepare some sort of a plan that will be workable and acceptable, that will help to maintain our efficiency during the war, and that will help to bring about such changes in food habits as may become necessary.

Some Opposition Expected

Any plan to promote the use of the cheaper foods would encounter opposition. Some would insist that the list of selected foods should include coffee instead of oatmeal, or ice cream instead of salt pork. People on fixed incomes would complain that farmers were profiteering at the same time farmers in the poor-land areas were pointing to an accelerated abandonment of farms because prices of farm products were too low to permit production to be maintained. Probably the chief criticism would come from those who believed that promoting the use of the cheaper foods would unduly reduce the incomes of farmers. Except for foods that were rationed, however, most of the changes in diet would be those necessitated by the high cost of living.

Keeping retail prices of basic foods low might in itself permit a material improvement in diets without causing much change in total expenditure for food. Like the man with a champagne appetite and a beer income, we all spend more for food when we have more to spend. The farther we get from last pay day the more likely we are to pass over the "porterhouse with mushrooms" at the top of the bill of fare and get progressively closer to the "hamburger and onions" or "pigs feet and kraut" at the bottom. We can't very well change the proportion of porterhouse in our beef supply or breed our hogs to have more feet but we can

do something to keep wholesome items on the bill of fare at prices that people can pay. And if the low-priced foods are plentiful enough and good enough to lessen the demand for the higher-priced cuts, and if the other fellow's high wages are taxed enough to lessen his advantage, we may not have to go too far down the page to find something we want at a price we can afford to pay.

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PROGRAM AIMS AT ALL-TIME RECORD PRODUCTION OF DRY BEANS IN 1942

An all-time record supply of 20,400,000 hundred-pound bags of dry edible beans, field run basis, under normal growing conditions should be produced from the new acreage goal of 2,600,000 acres announced for this crop, the Department of Agriculture said recently.

This quantity of dry edible beans to be produced in 1942 exceeds by 9 percent the record 1941 production, and is 44 percent higher than the average produced during the five seasons from 1935 through 1939.

--V--

FOOD PRICES WERE REALLY HIGH ONCE UPON A TIME

Consumers worrying about high food prices might be interested in an 1850 menu from a Hangtown, Calif., cafe recently unearthed by Federal officials. It listed hash, low grade, 75 cents a dish; hash, 18-karat, \$1.00; beef, wild steer, \$1.00; beef, tame from Arkansas, \$1.50; jackrabbit, whole, \$1.50; roast or fried grizzly, \$1.00; bean or oxtail soup, \$1.00; rice pudding, plain, \$1.00; with cream, \$1.50.

As a special inducement the cafe also offered "Square meal with dessert, \$3.00--payable in advance--gold scales at end of counter."

--Weekly Digest

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Kansas State College reports that the first cow to set foot on American soil was brought by settlers to Jamestown in 1611. The next big cow migration was the one to the Plymouth colony in 1624. Milk was first shipped by rail in 1841, and the milk bottle was invented in 1884.

--V--

Each year farmers throw away enough used baling wire to build three mighty battleships or 3,000 medium tanks. In other words, much of the 100,000 tons of 14- and 15-gauge wire used on the Nation's farms each year for baling straw and forage crops is allowed to rust away in a scrap heap after removal from the bales.

-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Agricultural Marketing Service:

Report of the Chief of the Agricultural Marketing Service, 1941..
By C. W. Kitchen (See page 20)

Charges for Ginning Cotton..By John W. Wright and R. C. Soxman

A Practical Seed-Cotton Moisture Tester for Use at Gins..By
George E. Gaus, Charles S. Shaw, and Waldo H. Kliever

Cotton Quality Statistics, United States, 1940-41

State Noxious-Weed Seed Requirements Recognized in the Adminis-
tration of the Federal Seed Act

Staining Imported Alfalfa and Red Clover Seed under the Federal
Seed Act (See page 11)

Federal and Federal-State Equal-to-Type Rice Inspection Service
in the South.. By W. D. Smith

The Nature and Scope of Information in Dairy and Poultry Market
News Reports.. By L. M. Davis

Rubber-Tired Equipment of Principal Farm Machines.. By A. P.
Brodell and R. A. Pike

Regulations for the Enforcement of the Insecticide Act of 1910

Regulations of the Secretary of Agriculture under the United
States Grain Standards Act as Amended (Service and Regulatory
Announcements No. 148)

Marketing Summaries:

Imperial Valley Lettuce, 1941

California Apricots, 1941

California Peaches, 1941

California Pears, 1941

California Plums, 1941

Arizona Fall Lettuce, 1941

